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MAYOR

JOYCE A. WILSON  
CITY MANAGER

SEAN P. MCGLYNN  
DIRECTOR



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## MUSEUMS & CULTURAL AFFAIRS

### The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)

Thursday – August 16, 2012 – 4:00 p.m.

City Hall, 4<sup>th</sup> floor conference room

### REVISED MINUTES

1. **Call to Order and Roll Call.** Meeting was called to order at 4:06pm.

Roll Call	Board Member	Present	Absent
	Francesca Alonso		X
	R. Katherine Brennand		X
	Estrella Escobar	X	
	Jeannine Kennedy	X	
	Ann F. Kruzich		X
	Lilia B. Limon	X	
	Daniel Longoria	X	
	Belinda Luna		X
	Marina Monsisvais		X
	William Moody	X	
	Susan Novick	X	
	Isela Ocegueda	X	
	Elia Perez	X	
	Carina Ramirez	X	
	Gustavo Reveles-Acosta	X	
	Abel Saucedo	X	
	Jane B. Thomas		X

CITY CLERK DEPT.  
2012 OCT 10 AM 9:06

Others present: Sean McGlynn, Michael Tomor, Julia Bussinger, Patricia Dalbin, and Misty Castaneda.

2. **Call for Public Comment.** None.

3. **Discussion and Action on Approval of Minutes.** Susan Novick assisted in carrying out the action items in the absence of the Chair. Carina Ramirez moved to approve the minutes of the last meeting on June 21, 2012. Jeannine Kennedy seconded; all members voted in favor, none opposed, and motion passed unanimously.

4. **Museum Reports.** Julia Bussinger began by reporting on the Archaeology Museum lectures that are currently ongoing at the museum, noting that they are attracting different lectures on archaeology, anthropology and the wildlife in the region. Mentioned they are currently in the process of hiring the archaeology curator and the consultant (Stacy Kendrick) has done a good job working with the database, having only a little bit of work left. Julia expressed some concern over the TxDOT closure and everything going on around the museum having an effect on attendance numbers. Museum staff and the Friends Group are working together on honoring our ancestors, the Tiguas. For a small entrance fee (\$5 for non-members, free for members, under 12 for free), there will be a fundraiser on October 21<sup>st</sup> from noon to 5pm with different Native American tribes represented, such as Mescalero and Kiowa. There will be youth and adult dancers, food vendors and crafts; representatives from the tribes will speak. At the History Museum, two exhibits opened recently, one dedicated to the 'Centennial of the Mormon Exodus' and Motorcycle Madness with a small fee of \$5 for non-members and free for members, children under 6 are also free. There was also an unusual exhibit titled 'Eat the Exhibit', a small fundraiser with 7 vendors and about 100 people in attendance, which brought in some money to support the conservation of the Ysleta Mission Door. Summer camps are very successful, especially the Night at the Real Museum camp, which had the



maximum of 20 children in attendance.

Michael Tomor began by reporting on 'Designing Woman: Edith Head at Paramount and Reel Glamour', which was a collaboration between the El Paso Museum of Art and the Plaza Classic Film Festival. The exhibit was curated by Charles Horak, who volunteers his time to run the Plaza Classic Film Festival. It is a wonderful exhibition of the work of Edith Head, who worked for Paramount for 43 years and then for Universal an additional 12 years. She is a major contributor to twentieth century fashions. 'Inquisitive Eyes' has been terribly successful, with one associated program, which was an artists' open house with 50 artists from the exhibition who were extremely excited about being there and 600 people in attendance. During the Edith Head exhibition, there was dramatical reading programming, one related to 'Sabrina Fair' and another called 'This Property is Condemned'. Both were well attended and the evaluations were excellent. Michael mentioned the Book Club, which meets every month on a Thursday afternoon. There are 20-25 in attendance each month, with most of the selections based on art, visual art, visual artists, periods of art in time, with some of the selections designed to coincide with the 'Golden Age' exhibition. Michael gave an overview of museum staffing and summer camps, mentioning they were gearing up for fall classes, mostly on Thursday evenings, Saturdays and Sundays. Members were told that as of July 30, there were 73,000+ visitors to the museum, which exceeded last year's fiscal year attendance by 5,000. Board members were provided with general information on upcoming exhibit opening dates, lecture series, zip tours and films.

**5. Discussion and Action on El Paso Museum of Art Acquisitions to the Permanent Collection.**

Michael Tomor began by explaining to members that there was only one because the decision was made to meet quarterly in an effort to minimize the burden on board members and staff. He continued by noting the acquisitions committee did not meet, but there was an opportunity to buy a work of art, there were funds left over from the Mabel O. Lipscomb Foundation, and those funds needed to be applied towards the purchase of a work of art. There was not enough to buy the piece, so a contribution from a member of the community, Hal Marcus, was sought out to fill in the financial blank. Image was provided for review and consideration via a PowerPoint slide and approvals via e-mail were provided for review and consideration (attached as part of these minutes). The piece is a mosaic by Mago Gandara, titled 'The Archangel Michael'. Chair requested a motion to accept, and Susan Novick so moved. Carina Ramirez seconded; all members voted in favor, none opposed, and motion passed unanimously.

**6. Discussion and Action on Cultural Funding Program Awards for FY13.** Ben Fyffe began by providing members with some background on the program, mentioning that MCAD grants out about a quarter of the Cultural Affairs budget each year to local arts organizations and individual artists to do programming for operations and arts education services in the community. Major categories within the Cultural Funding Program are the Community Arts Program, Artist Incubator Program, Operating Support, and Project Support Program. He reviewed the award recommendations for each program, noting that there were some organizations not recommended for funding. Sean McGlynn mentioned there is room for those groups to appeal through an appellate process that happens post-award determination and it has to be an exceptional circumstance. Ben opened the floor for questions or concerns and Elia Perez asked how the grading system was determined. Ben replied it was done with each panel review, where there are five panelists on each panel and each application is ranked individually, then averaged at the end. Elia then inquired whether there was opportunity for improvement, and Ben replied that each applicant is sent their scores and panel comments so that they can be addressed in their next application in an effort to improve. Estrella Escobar asked if the reviewers selected are picked every year from the same pool of people. Ben replied that the panel is completely different every year. **Estrella relayed a situation she was notified of in confidence about a panel member feeling pressured to vote a certain way, and Sean requested that the person in question contact him to have a direct conversation.** Sean further explained that in any type of consensus building, it is about coming to consensus and some individuals are very passionate in their deliberations. He went on to say it is very hard for staff to measure that, but that he can hear her concerns and look at possible safeguards. Gustavo Reveles-Acosta expressed a concern about funding the Insights Museum due to their possible relocation and also inquired as to whether or not there was funding for successful appeals. General discussion followed. Lilia Limon moved to approve the recommendations; Susan Novick seconded; all members voted in favor, none opposed, and motion passed unanimously.

**7. Discussion and Action on KickstArt Downtown Awards for FY13.** Ben Fyffe began explaining this is separate from the Cultural Funding Program, and the intent is to spur activity downtown with recurring events that have a demonstrated capacity to draw visitors downtown. Three applications were received this year, and of those three, only one, Townsquare Media El Paso, scored high enough to be funded. Their proposal was to ramp up the Taste of El Paso event and try to make it much bigger. General discussion followed. Susan Novick moved to accept; Gustavo Reveles-Acosta seconded; all members voted in favor, none opposed, and motion passed unanimously.

**8. Review of the Process to Inform City Council of a Museums and Cultural Affairs Advisory Board Recommendation.** Sean McGlynn began by reminding members there was a question raised at the last meeting as to how this body talks to City Council. He continued by explaining it was two-fold; a motion

could be made to add an item to the City Council agenda informing Council of a decision of the body, or the more frequent way, writing a letter composed by the body to Council members expressing the body's collective feeling. The body would work through Misty Castaneda, the board secretary, to do either of those two things. Sean further explained that if the written letter was chosen as a means of addressing Council, the letter would have to be composed in the room and voted on in the room; otherwise it would have to be suspended until the next session. There was a follow-up question about contacting the press, and Sean explained that technically there is not an avenue to address the press directly through the body because that is not the purpose of the body; the purpose of the body is to make recommendations to City Council. He further explained that once the board speaks as a whole, members asked to speak in an official capacity are restricted to the measure that the board went through.

**9. ArtSpace Update.** Sean McGlynn began by mentioning that this project is moving very quickly and there is some exciting news to relay. The Community Foundation is now in control of the deed for the Saddleblanket property, the ArtSpace development group has been in a charretting process with the public, the architectural team has come up with preliminary designs, and on the 30<sup>th</sup> of August there will be a presentation to a Legislative Review Committee of the Whole by the ArtSpace group and the Community Foundation regarding the project and its current status. City Council has moved this process along in terms of the land being dedicated, but they still need to make an official statement about their intention to devote resources to support the project moving forward. It is to support 51 live/work spaces downtown on that site, for individuals and families. It is five stories tall, with the first story being used for retail and community space that the artists can use to display works. City Council needs to affirm the dedication of their resource from the federal government to this project, and then the project will move forward. Sean opened the floor for questions, and general discussion followed.

**10. Public Art Process Review.** Sean McGlynn reported to members that we were asked to address City Council a few weeks ago about public art process. After receiving some questions from board members about the process as it was laid out, he issued a reminder that the Public Art Committee makes the decisions regarding the process, the selection of the artists and the artwork involved. It was originally structured to de-politicize the process and not get into conversations about individual aesthetics. That process was reaffirmed by a vote on City Council, whose individual concerns are taken to heart. There was a promise to take the concerns of a couple of Council members regarding the Alameda RTS station back to the Public Art Committee, but the process has been established that that is the committee that makes those decisions in order to take it out of a political context. This board will ratify a Public Art Plan on an annual basis that contains the recommendations and funding. Sean opened the floor for questions and general discussion followed.

**11. Discussion and Action on nomination of Cesar Martinez to the Public Art Committee.** Sean McGlynn reminded members that there is currently a vacancy on the Public Art Committee, and according to the by-laws, the Chair can appoint someone, but he typically allows a vote by the advisory board instead. The vacancy in question is for an art advocate, or someone who works in an associated art field. Members were provided with the applicant's resume (attached as part of these minutes) for review. Sean stated that the item could be continued or the vote could move forward. Chair asked if any members knew anything about the applicant, consensus was that no members knew anything about Mr. Martinez. Ben Fyffe replied that he knows Mr. Martinez and that perhaps board members should meet him in person. Estrella Escobar asked what his related experience was, and Ben Fyffe replied that he has done some work in non-profit arts and started up a pedi-cab company in Mesilla. Chair suggested Mr. Martinez be invited to the next meeting to introduce himself and answer questions that board members may have. *No action taken; item tabled until further notice.*

**12. Adjournment.** Chair requested a motion to adjourn. Gustavo Reveles-Acosta moved to adjourn; Jeannine Kennedy seconded; all members voted in favor, none opposed, and motion passed unanimously. Meeting adjourned at 5:24 p.m. Next meeting scheduled for September 20, 2012.

Approved for content by:  
William Moody, Chair

Respectfully submitted by:  
Misty Castaneda, Administrative Assistant  
Museums & Cultural Affairs Department

CITY CLERK DEPT.  
2012 OCT 10 AM 9:07



Ortiz, Sylvia G.

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To: Curatorial; Tomor, Michael; Ramirez, Elsa  
Subject: FW: FW:

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**From:** Alma Oaxaca [REDACTED]  
**Sent:** Friday, July 20, 2012 8:29 PM  
**To:** Ortiz, Sylvia G.  
**Subject:** Re: FW:

I approve, beautiful piece. Alma Oaxaca

T-Mobile, America's First Nationwide 4G Network

"Ortiz, Sylvia G." [REDACTED] wrote:

Dear Accession Committee Members,

Below, please find a message from Dr. Tomor with images attached. Thank you and have a nice weekend!

Dear Accession Committee Members:

The EPMA Curatorial team is unanimously recommending the purchase of Mago Gándara's mosaic sculpture *The Archangel Michael*, currently on exhibit in the El Paso Museum of Art exhibition, *Inquisitive Eyes: El Paso Art 1960-2012* and published in the text, *Desert Modern: El Paso Art 1960 - 2012*. The image is attached as a reminder.

The Museum currently holds no example in the permanent collection of this very mature artist, who has been creating art in our region for over 60 years. Her most recognizable medium is mosaic in mural format and scale. Because such a purchase is cost prohibitive and potentially difficult to store and care for, the Museum is recommending this sculpture, which brilliantly reflects her use of mosaic while also demonstrating her versatility in sculpture in the round. The work is small enough to be effectively stored and cared for, while it would also make a great addition to the upstairs sculpture gallery, in permanent collection exhibitions, and in discussions about figurative abstraction.

If you approve Curatorial's recommendation, we would like to precede in the purchase. Mago has agreed to sell the work for \$5,000 to the Museum, a price that is noticeably below the current valuation of the piece. Funds remaining from the

Ortiz, Sylvia G.

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To: Curatorial; Tomor, Michael; Ramirez, Elsa  
Subject: FW: FW:

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**From:** Rachelle Thiewes [REDACTED]  
**Sent:** Friday, July 20, 2012 5:30 PM  
**To:** Ortiz, Sylvia G.  
**Subject:** Re: FW:

Hi Sylvia - my vote is yes.

Rachelle Thiewes

On Jul 20, 2012, at 4:50 PM, Ortiz, Sylvia G. wrote:

Dear Accession Committee Members,  
Below, please find a message from Dr. Tomor with images attached. Thank you and have a nice weekend!

Dear Accession Committee Members:

The EPMA Curatorial team is unanimously recommending the purchase of Mago Gándara's mosaic sculpture *The Archangel Michael*, currently on exhibit in the El Paso Museum of Art exhibition, *Inquisitive Eyes: El Paso Art 1960-2012* and published in the text, *Desert Modern: El Paso Art 1960 - 2012*. The image is attached as a reminder.

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If you approve Curatorial's recommendation, we would like to precede in the purchase. Mago has agreed to sell the work for \$5,000 to the Museum, a price that is noticeably below the current valuation of the piece. Funds remaining from the Lipscomb Foundation grant, restricted to the purchase of art, matched with a proposed cash donation to the Museum also restricted for this purchase, have been identified.

Please let us know if you will approve the recommendation to the Cultural Affairs Advisory Board. We would appreciate your responding to this message as soon as possible.

Michael

Michael A. Tomor, Ph.D., Director  
El Paso Museum of Art  
One Arts Festival Plaza  
El Paso, Texas 79901  
(915) 532-1707  
[REDACTED]

Ortiz, Sylvia G.

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To: Curatorial; Tomor, Michael; Ramirez, Elsa  
Subject: FW: FROM THE LOVELY COLONIAL CITY OF OAXACA, JUAN SANDOVAL HEARTILY APPROVES OF THE GANDARA PURCHASE

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From: juanoaxaca [REDACTED]  
Sent: Friday, July 20, 2012 5:16 PM  
To: Ortiz, Sylvia G.  
Subject: FROM THE LOVELY COLONIAL CITY OF OAXACA, JUAN SANDOVAL HEARTILY APPROVES OF THE GANDARA PURCHASE

**GREETINGS,**

**I am delighted that the El Paso Museum of Art will add this most fascinating piece to the permanent collection. It is time that this exceptional woman's work is preserved for future generations. Thank you very much. As a committee member, I approve of this purchase.**

**JUAN A. SANDOVAL**

On Fri, Jul 20, 2012 at 4:50 PM, Ortiz, Sylvia G. <[REDACTED]> wrote:

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Dear Accession Committee Members:

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Ortiz, Sylvia G.

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To: Curatorial; Tomor, Michael; Ramirez, Elsa  
Subject: FW: FW:

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From: Abel Saucedo [REDACTED]  
Sent: Sunday, July 22, 2012 11:09 AM  
To: Ortiz, Sylvia G.  
Subject: Re: FW:

I approve the recommendation to purchase, Mago Gándara's mosaic sculpture *The Archangel Michael*, ! Its a beautiful piece.

Abel Saucedo

On Fri, Jul 20, 2012 at 3:50 PM, Ortiz, Sylvia G. [REDACTED] wrote:

Dear Accession Committee Members,

Below, please find a message from Dr. Tomor with images attached. Thank you and have a nice weekend!

Dear Accession Committee Members:

The EPMA Curatorial team is unanimously recommending the purchase of Mago Gándara's mosaic sculpture *The Archangel Michael*, currently on exhibit in the El Paso Museum of Art exhibition, *Inquisitive Eyes: El Paso Art 1960-2012* and published in the text, *Desert Modern: El Paso Art 1960 - 2012*. The image is attached as a reminder.

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If you approve Curatorial's recommendation, we would like to precede in the purchase. Mago has agreed to sell the work for \$5,000 to the Museum, a price that is noticeably below the current valuation of the piece. Funds remaining from the Lipscomb Foundation grant, restricted to the purchase of art, matched with a proposed cash donation to the Museum also restricted for this purchase, have been identified.

Ortiz, Sylvia G.

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From: SANFORD Cox J. [REDACTED]  
Sent: Thursday, July 26, 2012 2:23 PM  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: "Archangel Michael" by Mago GANDARA

Patrick,

I approve the acquisition of "Archangel Michael" by Mago Gandara.  
Holly Cox

--- On Thu, 7/26/12, Cable, Patrick S. [REDACTED] wrote:

From: Cable, Patrick S. [REDACTED]  
Subject: "Archangel Michael" by Mago GANDARA  
To: [REDACTED]  
Cc: "Gerstheimer, Christian J." [REDACTED] "Munoz, Nicholas"  
[REDACTED] "Ortiz, Sylvia G." [REDACTED] "Tomor, Michael"  
[REDACTED] "Villa, Michelle" [REDACTED]  
Date: Thursday, July 26, 2012, 2:08 PM

Dear Holly, Gaspar, Mark, Hal, Robert, and Rene:

I need to follow up on an email recently sent out to the Accessions Committee regarding our desire to acquire the following Mago Gándara sculpture, which is currently on exhibit in the summer show of El Paso artists: *The Archangel Michael*. Attached are two images of the work as currently installed at the museum.

We would appreciate it very much if you could respond as soon as you possibly can, as this plan would need to be presented at the next meeting of the MCAD Advisory Board in August.

In case you missed the previous message, here I re-send it to you (below). I will also try to reach you by phone unless I hear back from you first by email.

Very best regards,

Patrick

Dear Accession Committee Members:



**Ortiz, Sylvia G.**

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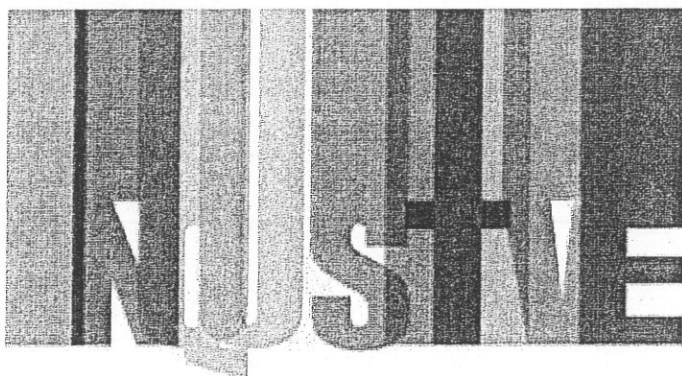
**From:** Cable, Patrick S.  
**Sent:** Thursday, July 26, 2012 2:59 PM  
**To:** Ortiz, Sylvia G.  
**Cc:** Gerstheimer, Christian J.; Munoz, Nicholas; Tomor, Michael; Villa, Michelle  
**Subject:** FW: "Archangel Michael" by Mago GANDARA

Here's one more yes, Sylvia, and I plan to call the remaining four this afternoon.

Thanks,  
Patrick

Patrick Shaw Cable, PhD  
Senior Curator  
El Paso Museum of Art  
One Arts Festival Plaza  
El Paso, Texas 79901  
(915) 532-1707 ext 14  
Fax (915) 532-1010

[REDACTED]  
ElPasoArtMuseum.org



## INQUISITIVE EYES

### El Paso Art 1960-2012

June 17 - August 26, 2012

El Paso Museum of Art

Woody and Gayle Hunt Family and Fort Lea Galleries

Presented by: **W** WestSide Bank Sponsored by: **NAC**

ElPasoArtMuseum.org



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**From:** Mark Hedrick [mailto:[REDACTED]]  
**Sent:** Thursday, July 26, 2012 2:32 PM  
**To:** Cable, Patrick S.  
**Subject:** RE: "Archangel Michael" by Mago GANDARA

I approve.

---

**From:** Cable, Patrick S. [REDACTED]  
**Sent:** Thursday, July 26, 2012 1:08 PM  
**To:** [REDACTED]  
**Cc:** Gerstheimer, Christian J.; Munoz, Nicholas; Ortiz, Sylvia G.; Tomor, Michael; Villa, Michelle  
**Subject:** "Archangel Michael" by Mago GANDARA

Dear Holly, Gaspar, Mark, Hal, Robert, and Rene:

**Ortiz, Sylvia G.**

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**From:** Cable, Patrick S.  
**Sent:** Thursday, July 26, 2012 3:49 PM  
**To:** Ortiz, Sylvia G.  
**Cc:** Tomor, Michael  
**Subject:** FW: "Archangel Michael" by Mago GANDARA

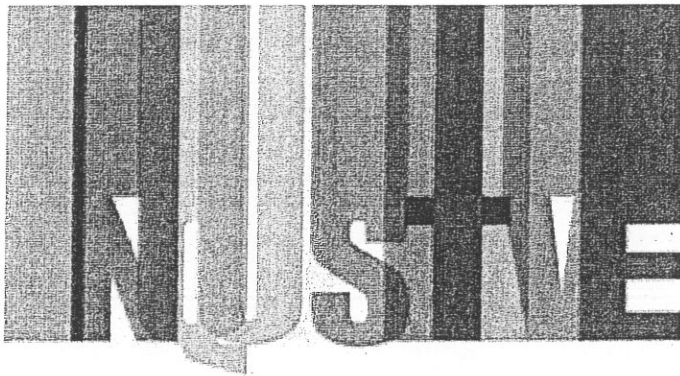
Rene has approved.

Only two more to go (I've left phone messages for Robert McGregor and Gaspar Enriquez so we should hopefully hear from them soon).

Patrick

Patrick Shaw Cable, PhD  
Senior Curator  
El Paso Museum of Art  
One Arts Festival Plaza  
El Paso, Texas 79901  
(915) 532-1707 ext 14  
Fax (915) 532-1010

[REDACTED]  
ElPasoArtMuseum.org



## INQUISITIVE EYES

### El Paso Art 1960-2012

June 17 - August 26, 2012

El Paso Museum of Art

Waddy and Gayle Hunt Family and Tom Leno Gieseler

Presented by: **W** WestStar Bank Sponsored by: **MAC**

ElPasoArtMuseum.org



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**From:** Rene Nevarez [REDACTED]  
**Sent:** Thursday, July 26, 2012 3:47 PM  
**To:** Cable, Patrick S.  
**Subject:** Re: "Archangel Michael" by Mago GANDARA

Dear Patrick,

I'm sorry. I responded to Holly's email. It's been crazy busy and made a mistake in haste.

I approve the purchase.

Rene Nevarez

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**From:** Cable, Patrick S. [REDACTED]

**To:** [REDACTED]

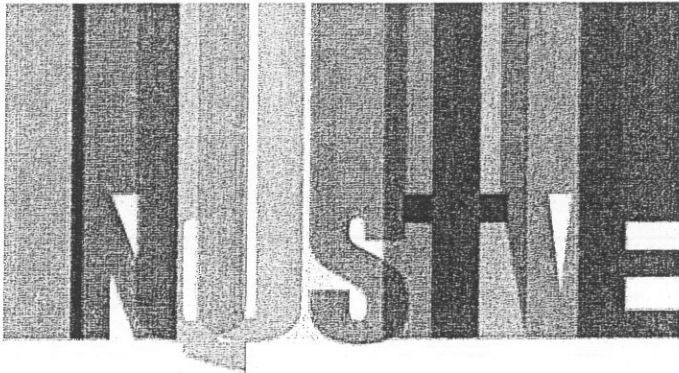
**Ortiz, Sylvia G.**

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**From:** Cable, Patrick S.  
**Sent:** Thursday, July 26, 2012 4:01 PM  
**To:** Tomor, Michael; Ortiz, Sylvia G.  
**Subject:** RE: "Archangel Michael" by Mago GANDARA

Thanks, Michael.  
I just called, and Gaspar approves.  
Patrick

Patrick Shaw Cable, PhD  
Senior Curator  
El Paso Museum of Art  
One Arts Festival Plaza  
El Paso, Texas 79901  
(915) 532-1707 ext 14  
Fax (915) 532-1010  
CablePS@elpasotexas.gov  
ElPasoArtMuseum.org





## INQUISITIVE EYES

### El Paso Art 1960-2012

June 17 - August 26, 2012

El Paso Museum of Art

Woody and Gayle Hunt Family and Tom Lee Scobee

Presented by:  Walt Disney World Sponsored by: 

ElPasoArtMuseum.org



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**From:** Tomor, Michael  
**Sent:** Thursday, July 26, 2012 3:57 PM  
**To:** Cable, Patrick S.; Ortiz, Sylvia G.  
**Subject:** RE: "Archangel Michael" by Mago GANDARA

If you don't have Gaspar's mobile, it is 

Michael

Michael A. Tomor, Ph.D., Director  
El Paso Museum of Art  
One Arts Festival Plaza  
El Paso, Texas 79901  
(915) 532-1707  
[tomormx@elpasotexas.gov](mailto:tomormx@elpasotexas.gov)  
[www.ElPasoArtMuseum.org](http://www.ElPasoArtMuseum.org)  
<http://EPMAFoundation.org/>

**Ortiz, Sylvia G.**

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**From:** Cable, Patrick S.  
**Sent:** Saturday, July 28, 2012 3:58 PM  
**To:** Ortiz, Sylvia G.; Tomor, Michael  
**Cc:** Gerstheimer, Christian J.; Munoz, Nicholas; Villa, Michelle  
**Subject:** FW: "Archangel Michael" by Mago GANDARA

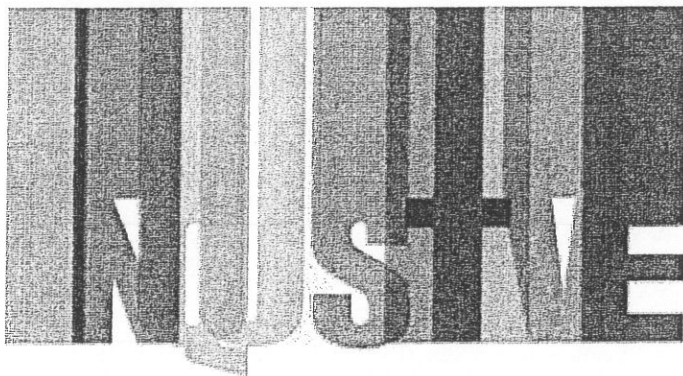
OK—Robert's response makes it unanimous. We can move forward on the plans to purchase Mago's sculpture!

☺

Patrick

Patrick Shaw Cable, PhD  
Senior Curator  
El Paso Museum of Art  
One Arts Festival Plaza  
El Paso, Texas 79901  
(915) 532-1707 ext 14  
Fax (915) 532-1010

[REDACTED]  
ElPasoArtMuseum.org



## INQUISITIVE EYES

### El Paso Art 1960-2012

June 17 - August 26, 2012

El Paso Museum of Art

Woody and Dede Hunt Family and Art Collection

Presented by: **W** WestStar One Sponsored by: **MAE**

ElPasoArtMuseum.org



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**From:** Robert McGregor [REDACTED]  
**Sent:** Saturday, July 28, 2012 8:58 AM  
**To:** Cable, Patrick S.  
**Subject:** Re: "Archangel Michael" by Mago GANDARA

Dear Patrick,

I say purchase it. I really liked when I saw it in person. Let me know about the next accesssions meeting

Robert

-----Original Message-----

From: "Cable, Patrick S."

Sent: Jul 26, 2012 12:08 PM

To: [REDACTED]

Cc: "Gerstheimer, Christian J.", "Munoz, Nicholas", "Ortiz, Sylvia G.", "Tomor, Michael", "Villa, Michelle"  
Subject: "Archangel Michael" by Mago GANDARA



## Cesar Martinez

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### Summary of Qualifications

I am adept at learning about and carrying out the initiatives of varying organizations successfully. I am comfortable with the responsibility of handling operations and management of a small business and/or coordinating projects within the framework of a larger company with a dedicated team. My experience and capacities allow me to be responsible for project planning from conception to delivery. I have contributed to and managed projects in environments that range from a successful start-up internet website design company to note-worthy non-profit organizations that focused on local cultural assets and community outreach. I have extensive writing experience producing project proposals, grants, and technical documents for different groups and initiatives in the community. I feel at ease in presentations and representing a group at public functions, and I possess a productive, direct rapport with staff, and can work with volunteers and community advocates through committees, coalitions, and appointments.

### Core Competencies and Technical Skills

- Operations and Project Management
- Infrastructure Development
- Staff/Volunteer Development & Management
- Customer Relationship Management
- Case Management and Development
- Instruction & Training
- Event Planning & Logistics
- Marketing & Communications
- Research & Analysis
- Budget & Finance
- Grant Writing
- Proposal Development & Presentation
- Business & Sales Development
- Fundraising
- Website Administration
- Data Entry/Report Management
- Microsoft Office Suite
- Adobe Creative Suite 3 (Standard)
- Licensed & Bonded Building Contractor

### Education

New Mexico State University, Las Cruces, New Mexico

BA, Art History 2012

#### **Concentration**

- Criticism and Analysis
- Mesoamerican Art and Architecture
- Native American Art & Culture
- Western Civilization Art Studies
- Contemporary Art Studies
- Western Architecture
- Advanced Printmaking
- Advanced Drawing
- Painting
- Ceramics
- Sculpture
- Metals

### Work Experience

Mesilla Pedicab Company  
2205 N Kansas, El Paso, TX 79902

2012-present

#### **Owner/Operator**

- Sole proprietor of pedicab bicycle transportation service
- Developed and implemented business plan projections and current day-to-day operation
- Maintaining and developing communications, relationships, and initiatives with Mesilla business community and leadership ensuring best practices for pedicab services and growth in the future

Project Vida  
3607 Rivera, El Paso, TX 79905

2010-2011

**Economic Development Department Technical Assistance**

- Assist qualified area businesses with operations/infrastructure development including integrating new accounting software, creating financial statements, business plan writing assistance, and computer literacy sessions.
- Organize and present seminars and presentations that address important micro- enterprise topics and group trainings.
- Coordinate access to loans for small businesses through partnerships with banks and lending groups.

**Homeless Prevention Rapid Re-housing Case Manager**

- Interviewed and qualified applicants for HPRP rental assistance
- Developed case files and managed partner relations per account with clients, landlords, staff management and county/coalition contacts
- Maintained activity data and case file reports in HMIS, Excel, and notes

SHS Designs/ Spacio Hair Salon  
6310 N Mesa, El Paso, TX 79912

2008-2009

**Project Manager/Partner**

- Developed/wrote business plan, budgets, and SBA applications
- Designed floor layout and the salon "look and feel"
- Carried out all project construction, permit approval, & inspections
- Designed and created all major operations documents and management infrastructure needed for day-to-day operations
- Responsible for marketing, staff development, and daily operations

Border Book Festival (BBF) Cultural Center of Mesilla  
2231 Calle de Parian, Mesilla NM 88046

2005-2008

**Border Book Festival Operations and Trade Show Manager**

- Organized and planned festival & events with board, staff & artists
- Managed sales/customer service at annual literary festival in Mesilla
- Coordinated volunteer & trade show vendor participation at festival

Stanton Street Technology Group  
303 Texas Ave, 3rd Fl. El Paso, Texas 79901

2002-2005

**Client Services Coordinator**

- Maintained regular communications and meetings with clients
- Developed reports and project updates for over 100 clients
- Worked with Account Executive to create new sales opportunities

**Account Executive**

- Developed and planned website strategies and designs for new clients
- Responsible for prospecting, qualifying potential new clients, & maintaining associated sales forecast reports for management
- Assisted/supported co-workers with sales proposals & strategies
- Coordinated meetings and sales opportunities with President of company

Entravision Communications  
5426 N. Mesa, El Paso Texas 79912

2000-2002

**Account Executive KINT**

- Managed 25+ client accounts in automotive, home, medical, & food fields
- Wrote, produced and provided voice over for client commercials

New Mexico State University  
P.O. BOX 30001, Las Cruces, New Mexico 88003-8001

1998-2000

**Student Service Learning**

Williams Art Gallery, 1998-1999

- Education department work coordinating tours of museum exhibits

Kent Hall Museum, 1999

- Assistant museum curator maintaining Native American artifacts

El Paso Museum of Art  
One Arts Festival Plaza, El Paso, Texas 79901

1996-1998

**Internship**

- Developed museum educational department tour packet materials
- Gave guided tours of museum exhibits to visiting groups of students

Appointments and Activities

Keystone Heritage Park  
4220 Doniphan, El Paso, TX 79922

2011

**Board of Directors**

- Collaborate with other board members through committee work to develop and implement park operations and outreach efforts.
- Provide volunteer park maintenance through seasonal needs

El Paso Museum of Art Advisory Panel  
One Arts Festival Plaza, El Paso TX 79901

2006-2010

**Advisory Board Member**

- Approve museum acquisitions/operations on behalf of city and public
- Appointed to board by City Representative Steve Ortega, District 7

Border Book Festival (BBF) Board of Directors  
2231 Calle de Parian, Mesilla NM 88046

2006-2009

**Board Member**

- Appointment caters to work and volunteer contributions to the BBF
- Advise and assist the BBF staff on outreach and event development